

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of the claims in the application:

1-20 (canceled).

21(Currently amended). A system for Internet advertising for use in a media capable of simultaneously maintaining a foreground window and at least one background window and capable of displaying a first browser in a said foreground window for selectively browsing the Internet, said system comprising:

(a) a script handler that invokes a post-session procedure in said first browser, said post-session procedure opening a second browser in a said background window ~~of said display~~ while said first browser is simultaneously displayed in said foreground window; and

(b) an event handler that receives, from an Internet address, a link to an advertisement and loads said advertisement into said second browser while said second browser is in a said background window.

22(previously presented). The system of claim 21 where said second browser is opened in response to a load-triggering event.

23(Currently amended). The system of claim 22 where said load-triggering event comprises at least one of:

- (a) clicking on an ~~off-link site~~ off-site link;
- (b) entering a new address;
- (c) refreshing a web site
- (d) exiting a web site; and
- (e) being redirected to a web site.

24(previously presented). The system of claim 22 where said script handler delays invocation of said post-session procedure for a predetermined time period.

25(previously presented). The system of claim 24 where said script handler cancels invocation of said post-session procedure if a user loads a new web site in said first browser before said predetermined time period has elapsed.

26(previously presented). The system of claim 21 where said second browser is displayed in a foreground window after the occurrence of a view-triggering event.

27(previously presented). The system of claim 26 including a focus timer that tracks the duration that said second browser is displayed in said foreground window.

28(previously presented). The system of claim 21 where said media comprises one of a computer, a PDA, a cell phone, and a television.

29(previously presented). The system of claim 21 where said event handler selects and returns one of a plurality of advertisements maintained at said Internet address.

30(previously presented). The system of claim 29 capable of opening a plurality of second browsers, each maintained in a separate said background window, said event handler capable of receiving a link to an advertisement for each said second

browser and loading a respective said advertisement into each said second browser while each said second browser remains in its respective said background window.

31(previously presented). A post-session advertising method for use in a media capable of simultaneously maintaining a background window and a foreground window, said method comprising the steps of:

- (a) embedding post-session instructions into a first browser, said first browser for being displayed in said foreground window;
- (b) said post-session instructions opening a second browser in said background window while said first browser is being displayed in said foreground window;
- (c) said post-session instructions receiving, from an Internet address, a link to an advertisement; and
- (d) loading said advertisement into said second browser while said second browser is in said background window.

32(previously presented). The method of claim 31 where said second browser is opened in response to a load-triggering event.

33(currently amended). The method of claim 32 where said load-triggering event comprises at least one of:

- (a) clicking on an ~~off-link site~~ off-site link;
- (b) entering a new address;
- (c) refreshing a web site
- (d) exiting a web site; and
- (e) being redirected to a web site.

34(previously presented). The method of claim 32 where implementation of said post-session instructions is delayed for a predetermined time period.

35(previously presented). The method of claim 34 where implementation of said post-session instructions is canceled if a user loads a new web site in said first browser before said predetermined time period has elapsed.

36(previously presented). The method of claim 31 where said second browser is displayed in a foreground window after the occurrence of a view-triggering event.

37(previously presented). The method of claim 36 including the step of tracking the duration that said second browser is displayed in said foreground window.

38(previously presented). The method of claim 31 where said media comprises one of a computer, a PDA, a cell phone, and a television.

39(previously presented). The method of claim 31 where an event handler selects and returns one of a plurality of advertisements maintained at said Internet address.

40(previously presented). The method of claim 39 where a plurality of second browsers are opened, each maintained in a separate said background window, and a link is received to an advertisement for each said second browser and a respective said advertisement being loaded into each said second browser while each said second browser remains in its respective said background window.